

**CITY OF DEER PARK, TEXAS  
REQUEST FOR PROPOSALS (RFP)  
FOR  
HOSTING AND ADMINISTERING THE 2014 TOTALLY TEXAS FESTIVAL**

The City of Deer Park has enacted a hotel occupancy tax on rooms furnished by hotels and motels within the City pursuant to Texas Tax Code Chapter 351. The City is seeking proposals and intends to enter into a contract with the successful proposer for the following services:

I. Special Event – Totally Texas Festival (amount not-to-exceed \$30,000)

**Proposal Categories**

All expenditures made by the successful proposer pursuant to a contract resulting from this RFP shall be permissible under Texas Tax Code §351.101. Proposals related to the previously stated categories shall be as follows:

Category I: Totally Texas Festival – the proposal shall cover the total cost to organize, conduct and promote the festival. A detailed budget outlining proposed expenses shall be included in the proposal. The target date for the festival in 2014 is April 11-12th.

**Use of Hotel Occupancy Tax Funds**

Proposer shall submit a proposed annual budget as part of the proposal. The successful proposer that contracts with the City shall make periodic reports to the governing body Listing the expenditures made by the person with revenue from the hotel occupancy tax. The entity receiving the contract must maintain revenue provided from the hotel occupancy tax in a separate account established for that purpose and may not commingle that revenue with any other money. The approval by the city council of the annual budget of the entity to which the city council delegates those functions creates a fiduciary duty in the entity with respect to the revenue provided by the tax authorized by Texas Tax Code §351.101.

The entity that contracts with the City shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue made by the person and, on request of the governing body of the municipality or other person, shall make the records available for inspection and review to the governing body or other person. Hotel occupancy tax revenue spent for a purpose authorized by state law may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs only if those administrative costs are incurred directly in the promotion and servicing expenditures authorized under Texas Tax Code §351.101(a). If an entity that conducts an activity authorized under this section conducts other activities that are not authorized under this section, the portion of the total administrative costs of the entity for which hotel occupancy tax revenue may be used may not exceed the portion of those administrative costs actually incurred in conducting the authorized activities.

Hotel occupancy tax revenue may not be spent for travel for a person to attend an event or conduct an activity the primary purpose of which is not directly related to the promotion of tourism and the convention and hotel industry or the performance of the person's job in an efficient and professional manner.

If any sub-grants are made by contract to any other person, entity, or private organization for expenditures under Section 351.101 of the Tax Code, sub-grantee shall:

- (1) at least annually make periodic reports to the governing body of its expenditures from the tax authorized by this chapter; and
- (2) make records of these expenditures available for review to the governing body or other person.

The entity that makes any expenditure for an activity or event funded by the hotel occupancy tax shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

- (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and
- (2) is directly enhancing and promoting tourism and the convention and hotel industry. The list should be provided to the office of the city secretary or to the city secretary's designee. The fact that a planned activity is not on the list does not prevent the funded entity from subsequently adding an activity, program, or event to the list required by those subsections if the activity, program, or event is directly enhancing and promoting tourism pursuant to Texas Tax Code §351.101.

#### **Insurance**

Proposer must be able to provide the City with Certificates of Insurance meeting the Owner's insurance requirements. Failure to provide the required insurance will result in cancellation of the selection and the Owner will have the right to enter into an agreement with the proponent with the next highest ranking.

#### **Contract**

The City anticipates entering into a contract with the successful proposer for a period of one (1) year.

#### **Questions**

Questions and/or clarifications can be directed to:

Tracy McBride, Purchasing Coordinator  
City of Deer Park  
P.O. Box 700  
Deer Park, Texas 77536  
E-Mail: [tracymcbride@deerparktx.org](mailto:tracymcbride@deerparktx.org)  
Office Phone: 281.478.7228

#### **Selection Criteria**

All proposals will be evaluated with respect to the completeness of the data provided, support for

all claims made and the overall approach taken. A total of 100 points will be awarded as part of the evaluation. The following criteria will be utilized in the evaluation and ranking process:

#### **Criteria Points**

1. Proposer's approach to project: 15 pts.
2. Completeness of proposal: 15 pts.
3. Experience and resources to be assigned to this project: 30 pts.
4. Knowledge of Deer Park Community: 30 pts.
5. Proposed plan for Costs: 10 pts.

Total Points 100

#### **Tentative Schedule**

Request Council approval of RFP: November 19, 2013

RFP Packet Available: December 3, 2013

Advertise in newspaper –December 12 and December 19, 2013

RFP Response deadline: December 30, 2013 at 2:00 p.m. (Central Time)

City Review: December 30, 2013 – January 6, 2014

Recommendation to Council to award on January 21, 2014

#### **Possible Interviews**

Interviews may be conducted with selected qualified proposers. Any interviews will be at the discretion of the City of Deer Park and if conducted will be held the week of December 30, 2013. Selected proposer(s) will be contacted to arrange specific time and place during said week.

#### **Submission Information**

The original and four (4) exact copies of the proposal (total of 5) shall be submitted to:

City of Deer Park, Texas  
Office of the City Secretary  
City Hall, 710 E. San Augustine Street,  
Deer Park, Texas

Proposals will be accepted until **2:00 p.m.** on Tuesday, **December 30, 2013** at which time the proposals are to be opened and publicly read in the Council Chambers at 2:00 p.m. (per council chambers clock) on said date.

Proposals are to be submitted on proposer's own forms including Name of Proposer, Contact and Telephone number. The City reserves the right to reject any and all proposals, or parts of proposals to waive any and all technicalities, and to accept any proposal, or part of proposal, which it deems advantageous to itself.

The City of Deer Park does not accept emailed or faxed proposals.

Outside of envelope shall be marked "**RFP – VISITOR PROMOTION AND ADVERTISING SERVICES**"